

.BIBLE Domain Challenge Details

Judging Criteria

Entries are submitted by completing the entry form at <http://unseminary.com/bible1d>. All entries **must** meet qualifying requirements of:

- healthy respect for the Bible
- positive promotion of the Bible, and
- following New Testament principles.

Qualified entries will be judged on the following criteria, as listed in the official rules:

- Engagement (40%) – how does it increase Bible engagement (desirability for repeated usage)
- Creativity (30%) – innovative design and usability
- Shareability (20%) – how much does the experience compel sharing it?
- Viability (10%) – capacity to operate and be sustainable

Judges

- DJ Chuang, .BIBLE Registry Manager
 - Scott Wennermark, Director of Strategic Advancement, American Bible Society
 - Rich Birch, unSeminary.com
-

Official Rules for .BIBLE Domain Challenge

NO PAYMENT OR PURCHASE IS NECESSARY TO ENTER OR WIN. ALL FEDERAL, STATE, LOCAL, AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED.

The .BIBLE Domain Challenge (the “Contest”) is a promotional event where participants submit creative ideas for using a .BIBLE domain name of their choice. The ideas submitted will be evaluated by judges, who will choose the winner(s) in accordance with these Official Rules. The prize(s) will be awarded to participant(s) with the highest score based on the judging criteria. See Section 6 for the complete details.

1. Eligibility

The .BIBLE Domain Challenge is open to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years old at the time of entry. Contest is void where prohibited by law. Employees and contractors of American Bible Society and other companies associated with the promotion of the Contest, and their respective parents, subsidiaries, affiliates and advertising and promotion agencies as well as the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible. The Contest is subject to federal, state, and local laws and regulations. American Bible Society reserves the right to verify eligibility and to adjudicate on any dispute at any time. All eligible individuals have the same number of opportunities to enter and chances to win.

If you are entering as part of a company or on behalf of your employer, these rules are binding on you, individually, and/or your employer. If you are acting within the scope of your employment, as an employee, contractor, or agent of another party, you warrant that such party has full knowledge of your actions and has consented thereto, including your potential receipt of a prize. You further warrant that your actions do not violate your employer’s or company’s policies and procedures.

No payment to the Sponsor or purchase from the Sponsor is necessary to enter the Contest or be deemed the winner.

2. Sponsor

The .BIBLE Domain Challenge is sponsored by American Bible Society, 101 North Independence Mall East, FL8, Philadelphia, PA 19106-2112.

3. Agreement to Official Rules

Participation in the Contest constitutes entrant's full and unconditional agreement to and acceptance of these Official Rules and the decisions of the Sponsor, which are final and binding. Winning a prize is contingent upon being compliant with these Official Rules and fulfilling all other requirements set forth herein.

4. Contest Period

The Contest begins at 12:00AM Eastern Time (ET) Zone in the United States on November 1, 2017 and ends at 11:59PM ET on November 30, 2017 ("Contest Period").

5. How to Enter

To enter the Contest, visit the Contest website located at <http://unseminary.com/bible1d> during the Contest Period and submit a completed entry form. Each entry submitted must have a creative usage of a .BIBLE domain name (the "Solution"). Written parts of entries must be in English to be eligible. The Solution must, at a minimum, support English language use.

Limit one (1) entry per person/team for the duration of the Contest Period. Entries received in excess of the stated limitation will be void. Entries are void if they are in whole or part illegible, incomplete, damaged, altered, counterfeit, obtained through fraud, or late. All entries will be deemed made by the authorized account holder of the email address submitted at the time of entry, and the potential winner may be required to show proof of being the authorized account holder for that email address. The "authorized account holder" is the natural person assigned to an email address by an Internet service provider, online service provider, or other organization responsible for assigning email address for the domain.

Sponsor is not responsible for Entries that are lost, late, misdirected, illegible and/or incomplete due to computer or electronic malfunction or other error. By submitting an Entry, entrant agrees to abide by the terms of these Official Rules.

OWNERSHIP OF SUBMISSIONS; LICENSES. As between Sponsor and Participant, Participant retains ownership of all intellectual property rights in and to the Solution. As a condition of participation in the Contest, Participant grants Sponsor, its affiliates, subsidiaries, agents, and advertising partners, a perpetual, irrevocable, worldwide, royalty-free, non-exclusive license to use, reproduce,

adapt, modify, publish, distribute, publicly perform, create a derivative work from, and publicly display, in any and all media (now known or later developed), submissions (including, without limitation, videos) (1) for the purposes of reviewing, assessing, testing, and evaluating the submission in connection with the Contest; (2) for the purpose of promoting the Solution and/or the Contest; and (3) in connection with advertising and promotion for the benefit of Sponsor, the Judges and any advertising partners associated with the Contest. Participant agrees to sign any additional waivers, licenses or releases that Sponsor reasonably requests in order to make use of the rights granted herein.

6. Judging

After the end of the Contest Period, each entry will be judged by a panel of experts designated by American Bible Society (“Judges”). Judges’ names and titles will be posted online at <http://unseminary.com/bibleId>. Qualifying entries must meet all of the following requirements:

- healthy respect for the Bible
- positive promotion of the Bible
- follows New Testament principles

If an entry does not meet all of the qualifying requirements, that entry will be disqualified.

The Judges will use scorecards to evaluate the quality of the entry and select one (1) winner from all eligible entries based on the following criteria:

- Engagement (40%) – how does it increase Bible engagement (desirability for repeated usage)
- Creativity (30%) – innovative design and usability
- Shareability (20%) – how much does the experience compel sharing it?
- Viability (10%) – capacity to operate and be sustainable

Judges’ decisions are final and binding on all matters relating to the Contest. In the event of a tie, the Judges will break the tie by selecting the winner as the entrant with the highest score in the Engagement category. If the entrants are tied on that category, then the winner will be the entrant with the highest score in the Creativity category. If entrants are tied for those categories, then the entrant with the highest score in the Shareability category will win. If entrants are tied for

those categories, then the entrant with the highest score in the Viability category will win.

The Judges will announce the winner at the Contest page <http://unseminary.com/bible1d>. Sponsor will attempt to notify the winner via email. If the winner cannot be contacted within five (5) business days after the date of the first attempt to contact him/her, the Sponsor may select an alternate winner in his/her place from the remaining non-winning, eligible entries.

7. Prize

The winning entry will be awarded by American Bible Society the prize of a premium .BIBLE domain name registration with a wholesale value of up to \$5,000. The domain name will be chosen by the winner from currently available .BIBLE domain names. The prize is registration of the Domain Name for 2 years. Subsequently, domain name registration may be renewed by paying approximately \$150 per year, although prices may vary by [registrar](#).

Further, the prize winner agrees that in using the Domain Name, he/she/they will:

- Meet all the requirements for the registration of Domain Name in the .BIBLE TLD, including compliance with any .BIBLE's present or future Code of Conduct or Acceptable Use Policy as posted at get.bible/policy.
- Make the Domain Name a primary website (i.e., not redirected).
- Promote the Domain Name to their constituents.
- Permit ABS to have access to winner's website statistics using Google Analytics.
- Permit ABS to mention the prize winner as a .BIBLE partner in media interviews and use the prize winner's logo in marketing materials.
- Refrain from selling the Domain Name for at least three (3) years.

The prize is non-transferable and no substitution by the winner is allowed. Winner is responsible for all taxes due as a result of receipt of a prize.

8. General Conditions

All federal, state, provincial and local laws and regulations apply. American Bible Society reserves the right to disqualify any entrant from the Contest if, in American Bible Society's sole discretion, it reasonably believes that the entrant

has attempted to undermine the legitimate operation of the Contest by cheating, deception, or other unfair playing practices or annoys, abuses, threatens or harasses any other entrants, American Bible Society, or the Judges.

The Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest or to be acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner. Any attempt by any person to damage the website or undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and, should such an attempt be made, the Sponsor reserves the right to seek damages (including attorneys fees) and any other remedies from any such person to the fullest extent permitted by law. Failure by the Sponsor to enforce any provision of these Official Rules shall not constitute a waiver of that provision.

9. Release and Limitations of Liability

By participating in the Contest, entrants agree to release and hold harmless the Sponsor, and each of their respective parents, subsidiaries, affiliates, advertising and promotion agencies, other companies associated with the Contest, and each of their respective officers, directors, employees, shareholders, representatives, and agents (the Released Parties) from and against any claim or cause of action arising out of participation in the Contest or receipt or use of the prize, including, but not limited to: (a) mechanical, network, electronic, computer, human, printing or typographical errors; (b) any other errors or problems in connection with the Contest, including, without limitation, errors that may occur in the administration of the Contest, the announcement of the winner, the cancellation or postponement of the event, the processing of entries or any Contest -related materials; or (c) injury, death, losses or damages of any kind, to persons or property which may be caused, directly or indirectly, in whole or in part, from entrants participation in the Contest or acceptance, receipt or misuse of the prize. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Contest. Entrant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages.

10. Disputes

Except where prohibited, each entrant agrees that any and all disputes, claims and causes of action arising out of, or connected with, the Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in Philadelphia, Pennsylvania.

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, entrants rights and obligations, or the rights and obligations of the Sponsor in connection with the Contest, shall be governed by, and construed in accordance with Pennsylvania law without giving effect to any choice of law or conflict of law rules, which would cause the application of the laws of any jurisdiction other than Pennsylvania.

11. Privacy

Information collected from entrants is subject to Sponsor's privacy policy, posted at: <http://americanbible.org/about/legal>

12. Use of Information

The information that you provide in connection with the Contest may be used for Sponsor's internal purposes and to send you information about Sponsor's programs and promotions but will not be provided to third parties, except as necessary for the administration of the Contest or as required by law, Contest administrator or legal process.